

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY
CENTRAL U.S. - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

Thanksgiving 2004
WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Regular		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Alabama	Brunos	Butterball	1.19	0.88							limit 1 w/ \$20 purchase
		Honeysuckle	0.99								
	Ingles	Butterball		0.99							w/ store card
		"		1.39							
		Carolina		0.58							limit 1 w/ store card
		"		1.19							
	Kroger	Butterball	1.29	0.99							limit 1 frozen
		Honeysuckle	0.99	0.49							limit 1 frozen
	Publix	Butterball	1.39	0.99							
		Publix	1.19	0.69							
Arkansas	Dillon's	Butterball									< 18 lbs. \$5 off w/ store card; frsh/frzn > 18 lbs. \$10 off w/ store card; frsh/frzn < 18 lbs. \$5 off w/ store card; frsh/frzn > 18 lbs. \$10 off w/ store card; frsh/frzn < 18 lbs. \$5 off w/ store card; frsh/frzn > 18 lbs. \$10 off w/ store card; frsh/frzn
		"									
		Honeysuckle									
		"									
		Jennie-O									
		"									
	Foster's	Norbest		0.44							limit 1
		Shurfest		0.59							
	Harvest Foods	Jennie-O	1.19								
		Shurfest		0.49							
Illinois Chicago Area	Cub Foods	Butterball	1.39								w/ \$50 purchase; limit 1 w/ \$50 purchase and coupon; limit 1
		Jennie-O		0.58							
		"		0.29							
	Dominick's	Perdue	0.99								w/ store card; limit 2 regular price w/ store card; limit 2 regular price w/ store card; limit 2; \$ varies by location regular price w/ store card
		Butterball	1.49	0.99							
		"		1.29							
		Honeysuckle		0.79							
		"		1.19							
		Jennie-O		0.39-0.69							
		"		1.29							
	Safeway Select		1.19								< 18 lbs. \$8 off w/store card; frsh/frzn; limit 1 > 18 lbs. \$13 off w/store card; frsh/frzn; limit 1
		Butterball									
	Hilander	"									

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Illinois Chicago Area (continued)	Hilander (cont.)	Honeysuckle									< 18 lbs. \$8 off w/store card; frsh/frzn; limit 1
		"									> 18 lbs. \$13 off w/store card; frsh/frzn; limit 1
		Jennie-O									< 18 lbs. \$8 off w/store card; frsh/frzn; limit 1
		"									> 18 lbs. \$13 off w/store card; frsh/frzn; limit 1
		Shady Brook									< 18 lbs. \$8 off w/store card; fresh; limit 1
		" "									> 18 lbs. \$13 off w/store card; fresh; limit 1
	Jewel	Butterball	1.49	1.39							
		Jennie-O	1.29	0.69							
		President's Choice	1.19								
	Meijer	Meijer									< 16 lbs. \$7-9 off w/\$10 purchase; frsh/frzn
		"									> 16 lbs. \$12-14 off w/\$10 purchase; frsh/frzn
		Butterball									< 16 lbs. \$7-9 off w/\$10 purchase; frsh/frzn
		"									> 16 lbs. \$12-14 off w/\$10 purchase; frsh/frzn
		Pilgrim's Signature									< 16 lbs. \$7-9 off w/\$10 purchase; frsh/frzn
		" "									> 16 lbs. \$12-14 off w/\$10 purchase; frsh/frzn
		Honeysuckle									< 16 lbs. \$7-9 off w/\$10 purchase; frsh/frzn
		"									> 16 lbs. \$12-14 off w/\$10 purchase; frsh/frzn
	Top's	Butterball	1.89	0.89							free w/ \$12 purchase
	Sunset	Butterball		1.29		1.89					
		Empire									
		Norbest		0.79							
Downstate	Certified	Norbest		0.58							
	Country Markets and Cub Foods	Farm Fresh	0.47 - 0.59								limit 1 w/ \$10 purchase; \$ varies by location
		Honeysuckle	0.98								
	Kroger	Butterball									< 18 lbs. \$8 off; fresh or frozen
		"									> 18 lbs. \$13 off; fresh or frozen
		Honeysuckle									< 18 lbs. \$8 off; fresh or frozen
		"									> 18 lbs. \$13 off; fresh or frozen
		Jennie-O									< 18 lbs. \$8 off; fresh or frozen
		"									> 18 lbs. \$13 off; fresh or frozen
		Pilgrim's Pride									< 18 lbs. \$8 off; fresh or frozen
		" "									> 18 lbs. \$13 off; fresh or frozen
		No Label	0.59-0.69								limit 1 w/ \$25 purchase; \$ varies by location
Indiana	Pick n' Save	Butterball		0.69							w/ store card; limit 1
	Shop 'n Save	Butterball		0.77							w/ \$25 purchase; limit 1
		Farm Fresh		0.17							w/ \$25 purchase; limit 1
		Honeysuckle		0.27							w/ \$25 purchase; limit 1
	Bigg's	Butterball		0.99							
	Kroger	Riverside		0.49							w/ \$10 purchase and store card

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Market	Outlet	Label	Regular		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Indiana (continued)	Meijer	Meijer " Butterball " Pilgrim's Signature " Honeysuckle "									< 16 lbs. \$7-9 off w/\$10 purchase; frsh/frzn > 16 lbs. \$12-14 off w/\$10 purchase; frsh/frzn < 16 lbs. \$7-9 off w/\$10 purchase; frsh/frzn > 16 lbs. \$12-14 off w/\$10 purchase; frsh/frzn < 16 lbs. \$7-9 off w/\$10 purchase; frozen > 16 lbs. \$12-14 off w/\$10 purchase; frozen < 16 lbs. \$7-9 off w/\$10 purchase; frozen > 16 lbs. \$12-14 off w/\$10 purchase; frozen
	Owens/Pay Less	Butterball " Honeysuckle " Jennie-O " Shady Brook " "									< 18 lbs. \$8 off w/ store card; frsh/frzn; limit 1 > 18 lbs. \$13 off w/ store card; frsh/frzn; limit 1 < 18 lbs. \$8 off w/ store card; frsh/frzn; limit 1 > 18 lbs. \$13 off w/ store card; frsh/frzn; limit 1 < 18 lbs. \$8 off w/ store card; frsh/frzn; limit 1 > 18 lbs. \$13 off w/ store card; frsh/frzn; limit 1 < 18 lbs. \$8 off w/ store card; fresh; limit 1 > 18 lbs. \$13 off w/ store card; fresh; limit 1
Iowa	Aldi	Butterball		0.84							
	Dahl's	Butterball Empire Farm Fresh Jennie-O Wholesome Harvest	1.99 1.39	0.99 0.57		2.39				2.49	
	Fareway	Butterball Fastco "		1.28 0.57 0.99							Limit 1 Regular price
	Hy-Vee	Hy-Vee	0.99	0.68							
	Nash Finch	No Label		0.59-0.69							limit 1 w/ \$25 purchase; \$ varies by location
	Sam's Club	Carolina		0.77							
	Super Target	Jennie-O		0.58							
	Wal-Mart	Butterball Honeysuckle Riverside		0.97 0.98 0.58							
Kansas	Dillons	Butterball " Honeysuckle " Jennie-O "									< 18 lbs. \$5 off w/ store card - frsh/frzn > 18 lbs. \$10 off w/ store card - frsh/frzn < 18 lbs. \$5 off w/ store card - frsh/frzn > 18 lbs. \$10 off w/ store card - frsh/frzn < 18 lbs. \$5 off w/ store card - frsh/frzn > 18 lbs. \$10 off w/ store card - frsh/frzn

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Market	Outlet	Label	Regular		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Kansas (continued)	Hen House	Butterball		1.19							w/ store card
		"		1.49							
		Hen House	1.19								w/ store card
		" "	1.49								
Kentucky	Food City	Honeysuckle		1.09							w/ store card
		"		1.29							
		Butterball	1.29	0.79							w/ store card; limit 2 on frozen
		Food City		0.69							w/ store card; limit 2 on frozen
	Kroger	Jennie-O		1.49							Oven-Ready in a bag; w/ store card
		"	0.99								w/ store card; limit 2 on frozen
		Butterball									< 16 lbs. \$6 off; fresh or frozen
		"									> 16 lbs. \$11 off; fresh or frozen
		Honeysuckle									< 16 lbs. \$6 off; fresh or frozen
		"									> 16 lbs. \$11 off; fresh or frozen
	Meijer	Perdue									< 16 lbs. \$6 off; fresh or frozen
		"									> 16 lbs. \$11 off; fresh or frozen
		Riverside		0.49							w/ \$10 purchase and store card
		Butterball									< 16 lbs. \$9 off w/\$10 purchase; frsh/frzn
	Remke	"									> 16 lbs. \$14 off w/\$10 purchase; frsh/frzn
		Butterball									< 16 lbs. \$9 off w/\$10 purchase; frsh/frzn
		"									> 16 lbs. \$14 off w/\$10 purchase; frsh/frzn
		Pilgrim's Signature									< 16 lbs. \$9 off w/\$10 purchase; frozen
		"									> 16 lbs. \$14 off w/\$10 purchase; frozen
		Honeysuckle									< 16 lbs. \$9 off w/\$10 purchase; frozen
	Winn-Dixie	"									> 16 lbs. \$14 off w/\$10 purchase; frozen
		Butterball	0.99	0.99							
	Albertson's	Butterball		0.59							w/ store card
		"		1.29							w/o store card
		Honeysuckle	1.19								w/ store card
		"	1.39								w/o store card
Louisiana	Breaux	Butterball		0.79							w/ store card
		Shur-Fresh		1.19							
		"		0.49							< 14 lbs. w/ \$10 purchase
		"		0.69							> 14 lbs.
	Hi Nabor	Shur-Fresh		0.59							w/ \$15 purchase
		Jennie-O		free							< 16 lbs. w/ \$50 purchase/card; limit 1
	Kroger	"									> 16 lbs. \$10 off w/ \$50 purchase/card; limit 1
		"									
	Albertson's	Butterball									
		"									
		Honeysuckle									
		"									

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Louisiana (continued)	Robert's Fresh	Butterball	1.59								
		Honeysuckle	1.49								
		Shur-Fresh		0.79							
	Rouse's	Butterball		1.19							
		Honeysuckle		0.99							
		Shur-Fresh		0.39							
	Sav-a-Center	Butterball		1.19							
		Riverside		0.89							
	Sav-a-Lot	Butterball		0.99							
		Honeysuckle		0.79							
	Wal-Mart	Butterball		0.97							
		Country Pride		0.58							
		Honeysuckle		0.87							
	Winn-Dixie	Butterball		0.79							w/ store card
		"		1.29							w/o store card
		Honeysuckle	1.19								w/ store card
		"	1.39								w/o store card
Michigan	D&W	D&W	0.99								limit 1
		Pilgrim's Pride		0.37							w/ \$15 purchase; limit 1
	Farmer Jack	Amish Valley	1.18								
		Butterball	1.29	0.77							limit 1 w/ \$10 purchase
		"		0.99							regular price
		Honeysuckle		0.75							< 16 lbs. w/ \$20 purchase
		"		0.69							> 16 lbs. w/ \$20 purchase
	Hardings	Jennie-O		0.47							< 16 lbs. w/ \$20 purchase; limit 1
		"		0.37							> 16 lbs. w/ \$20 purchase; limit 1
		Butterball		0.99							
	Hiller's	Amish Spartan	1.18								
		Spartan		0.58							w/ coupon and \$20 purchase
		Amish Country	1.28								
	Kroger	Eberley						3.29			
		Hiller's Own	1.28								
		Northern Pride		0.44							limit 1 w/ \$20 purchase
	Martin's	Honeysuckle	0.99								
		Riverside		0.47							< 18 lbs. w/ \$20 purchase; limit 1
		"		0.37							> 18 lbs. w/ \$20 purchase; limit 1
		Roundy's		0.49							w/ \$10 purchase; limit 1

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Michigan (continued)	Meijer	Meijer									< 16 lbs. \$7-8 off w/\$10 purchase; frsh/frzn
		"									> 16 lbs. \$12-13 off w/\$10 purchase; frsh/frzn
		Butterball									< 16 lbs. \$7-8 off w/\$10 purchase; frsh/frzn
		"									> 16 lbs. \$12-13 off w/\$10 purchase; frsh/frzn
		Pilgrim's Signature									< 16 lbs. \$7-8 off w/\$10 purchase; frozen
		"									> 16 lbs. \$12-13 off w/\$10 purchase; frozen
		Honeysuckle									< 16 lbs. \$7-8 off w/\$10 purchase; frozen
		"									> 16 lbs. \$12-13 off w/\$10 purchase; frozen
	VG Food	Amish	0.99								limit 1 w/ \$10 purchase
		"	1.49								regular price
		Butterball	0.79								limit 1 w/ \$10 purchase
		"	1.49								regular price
Detroit Area	Spartan	"		0.59							limit 1 w/ \$10 purchase
		"		1.19							regular price
	Farmer Jack	Butterball									limit 1 w/ \$10 purchase
		"		0.77							regular price
				0.99							
	Meijer	Meijer									< 16 lbs. \$9 off w/\$10 purchase; frsh/frzn
		"									> 16 lbs. \$14 off w/\$10 purchase; frsh/frzn
		Butterball									< 16 lbs. \$9 off w/\$10 purchase; frsh/frzn
		"									> 16 lbs. \$14 off w/\$10 purchase; frsh/frzn
		Pilgrim's Signature									< 16 lbs. \$9 off w/\$10 purchase; frozen
		"									> 16 lbs. \$14 off w/\$10 purchase; frozen
	Honeysuckle									< 16 lbs. \$9 off w/\$10 purchase; frozen	
"									> 16 lbs. \$14 off w/\$10 purchase; frozen		
Minnesota	Country Market	Jennie-O		0.57							w/ \$20 purchase and coupon
		"		0.47							w/ \$25 purchase and coupon
		"	1.18	0.78							w/ coupon
	Cub	Jennie-O	0.88	0.47							frozen w/ \$25 purchase and coupon; limit 1
	Hy-Vee	Hy-Vee		0.68							
	Lund's & Byerly's	Butterball	1.39								
		Jennie-O		0.99							
		Lund's	1.49								
Nash Finch	No Label		0.59-0.79							limit 1 w/ \$25 purchase; \$ varies by location	
Rainbow	Butterball		0.69							w/ coupon	
	Jennie-O		0.39							w/ \$20 purchase and coupon	
	"		1.99							Oven-Ready in a bag	
Mississippi	Bi-Lo	Bi-Lo		0.59							w/ \$20 purchase and card; limit 2
	Brookshires	Butterball		0.98							
Honeysuckle		1.19									

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Mississippi (continued)	Carnival	Pilgrim's Pride		0.39							w/ \$10 purchase; limit 1
	Kroger	Butterball	1.29	0.97							
		Honeysuckle	1.09	0.79							
		Riverside		0.49							w/ store card
	Jitney Jungle	Butterball		0.79							w/ store card
		Honeysuckle	1.19								w/ store card
		No Label		0.89							regular price
		" "		0.69							w/ store card
		" "		free							w/ \$75 purchase
	Minyard's	Butterball		0.69							w/ \$10 purchase; limit 1
	Piggly-Wiggly	Piggly-Wiggly		0.67							
	Sack'n Save	Pilgrim's Pride		0.28							w/ \$10 purchase; limit 1
	Save Rite	Honeysuckle	0.99								
	Winn-Dixie	Butterball		0.79							w/ store card
		"		1.29							w/o store card
		Honeysuckle	1.19								w/ store card
		"	1.39								w/o store card
Missouri	Apple	Best Choice	0.99	0.59							limit 1 on frozen
	Dillons or Gerbes	Butterball									< 18 lbs. \$5 off w/ store card; frsh/frzn
		"									> 18 lbs. \$10 off w/ store card; frsh/frzn
		Honeysuckle									< 18 lbs. \$5 off w/ store card; frsh/frzn
		"									> 18 lbs. \$10 off w/ store card; frsh/frzn
	Jennie-O	"									< 18 lbs. \$5 off w/ store card; frsh/frzn
		"									> 18 lbs. \$10 off w/ store card; frsh/frzn
	Hen House	Butterball		1.19							w/ store card
		"		1.49							
		Hen House	1.19								w/ store card
		" "	1.49								
	Honeysuckle	"		1.09							w/ store card
		"		1.29							
	Price Cutter	Best Choice		0.58							
St Louis Area	Dieberg's	Jennie-O		1.59							Oven-ready in a bag
		Butterball		0.99							
		Perdue	0.99								
		No Label						2.69			
	Schnucks	Butterball		0.99							w/ \$50 purchase; limit 1
		Honeysuckle		0.59							w/ \$50 purchase; limit 1
		No Label		0.49							w/ \$50 purchase; limit 1

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Missouri St Louis Area (continued)	Schnuck's	Pilgrims Pride									
	(cont.)	Schnuck's Premium	0.99								
	Shop 'n Save	Farm Fresh		0.47							w/ \$50 purchase; limit 1
		Honeysuckle		0.57							w/ \$50 purchase; limit 1
Nebraska	Bakers	Butterball	1.19	0.99							w/ store card
		Jennie-O		0.39							limit 1 w/ \$10 purchase and store card
		Honeysuckle		0.69							limit 1 w/ \$10 purchase and store card
		"	0.99								w/ store card
		Pilgrim's Pride		0.99							
	Food-4-Less	Jennie-O		0.39							w/ \$10 purchase - limit 1
		Butterball	1.19	0.99							
		Honeysuckle		0.69							w/ \$10 purchase - limit 1
		"	0.99								
Sun Mart	Norbest		0.59							limit 1 w/ \$25 purchase	
	No Label		0.59-0.79							limit 1 w/ \$25 purchase; \$ varies by location	
North Dakota	Dan's	Farm Fresh	1.19	0.77							
	Hornbacher's			0.58							w/ \$25 purchase
	Sun Mart	No Label		0.59							limit 1 w/ \$25 purchase
Ohio	Bigg's	Butterball		0.99							
	Dorothy Lane	Bowman & Landes	2.29								all natural; locally grown
	Farmer Jack	Amish Valley	1.18								
		Butterball	1.29	0.99							
		Honeysuckle		0.79							< 16 lbs.; limit 1
		"		0.69							> 16 lbs.; limit 1
		Jennie-O		0.47							< 16 lbs.; limit 1
		"		0.37							> 16 lbs.; limit 1
	Jungle Jim's	Amish Country	1.29								
		Butterball		0.99							
	Kroger	Honeysuckle		0.89							w/ store card
		Riverside		0.47							< 16 lbs. w/ \$20 purchase; limit 1
		"		0.37							> 16 lbs. w/ \$20 purchase; limit 1
	Shop'n Save	Butterball		1.29							
	Honeysuckle	0.99									
Meijer	Meijer									< 16 lbs. \$8-9 off w/\$10 purchase; frsh/frzn	
	"									> 16 lbs. \$13-14 off w/\$10 purchase; frsh/frzn	
	Butterball									< 16 lbs. \$8-9 off w/\$10 purchase; frsh/frzn	
	"									> 16 lbs. \$13-14 off w/\$10 purchase; frsh/frzn	
	Pilgrim's Signature									< 16 lbs. \$8-9 off w/\$10 purchase; frozen	
	"									> 16 lbs. \$13-14 off w/\$10 purchase; frozen	

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Ohio (continued)	Meijer (cont.)	Honeysuckle "									< 16 lbs. \$8-9 off w/\$10 purchase; frozen > 16 lbs. \$13-14 off w/\$10 purchase; frozen
	Tops	Wampler		0.69							
Oklahoma	Albertson's	Butterball		0.99							w/ \$25 purchase; \$ varies by location w/ \$20 purchase; limit 1
		Honeysuckle	1.19								
		Village Market		0.29-0.49							
	Homeland	Best Choice		0.39							
		" "		0.79							
		Honeysuckle	1.19	0.99							
South Dakota	Dan's	Farm Fresh	1.19	0.77							
	Nash Finch	Norbest		0.59							limit 1 w/ \$25 purchase
		No Label		0.59-0.79							limit 1 w/ \$25 purchase; \$ varies by location
	Prairie Market	Our Family		0.59							w/ \$25 purchase; limit 1
Tennessee	Food City	Butterball	1.29	0.79							w/ store card; limit 2 on frozen
		Food City		0.69							w/ store card; limit 2 on frozen
		Jennie-O		1.49							Oven-Ready in a bag; w/ store card
		"	0.99								w/ store card; limit 2 on frozen
	Harris Teeter	Butterball		0.99							limit 1 w/ \$25 purchase
		HT Premium		0.39							
	Ingles	Butterball		0.99							w/ store card
		"		1.39							limit 1 w/ store card
		Carolina		0.58							
		"		1.19							
	Kroger	Butterball	1.29	0.99							limit 1 frozen
		Honeysuckle	0.99	0.49-0.57							limit 1 frozen; \$ varies by location
		Riverside		0.39							w/ \$10 purchase
	Publix	Butterball	1.39	0.99							
		Publix	1.19	0.69							
	Winn-Dixie	Butterball		0.79							w/ store card
		"		1.29							w/o store card
		Honeysuckle	1.19								w/ store card
		"	1.39								w/o store card
Texas	Eastern	Albertson's									
		Butterball	1.49	0.99							
		Honeysuckle	1.19								
		Village Market		0.29							w/ \$25 purchase
	Kroger	Butterball		1.19							< 16 lbs. w/ \$50 purchase/card; limit 1 > 16 lbs. \$10 off w/ \$50 purchase/card; limit 1
		Jennie-O		free							
		"									

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY
CENTRAL U.S. - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

Thanksgiving 2004
WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Regular		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Texas Eastern (continued)	Minyard	Butterball		0.69							limit 1
	Randall's	Honeysuckle		0.69							limit 1
		Manor House		0.29							> 16 lbs.; limit 1
		" "		free							w/ \$50 purchase; coupon; and store card
	Tom Thumb	Butterball		1.19							limit 1
		Honeysuckle		0.69							> 16 lbs.; limit 1
		Manor House		0.29							w/ \$50 purchase; coupon; and store card
		" "		free							
	Sack'n Save	Pilgrim's Pride		0.38							w/ \$10 purchase; limit 1
	Western	Albertson's									frozen w/ card
		Honeysuckle	1.49	0.99							w/ card
		Village Market	1.19	0.97							w/ \$25 purchase; store card; limit 1
		" "		0.39							w/ store card; limit 1
		" "		0.57							regular price
		" "		0.89							
	United	Honeysuckle	0.97								w/ \$10 purchase; limit 1
		United Premium		0.39							
		" "		0.69							
Wisconsin	Cub Foods	Butterball	1.39								w/ \$20 purchase; \$ varies by location; limit 1
		Jennie-O	0.88	0.47-0.58							
		Perdue	0.99								
	Nash Finch	No Label		0.69-0.79							limit 1 w/ \$25 purchase; \$ varies by location